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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN COMMUNITY DEVELOPMENT AND SOCIAL WORK
DDS 404: TRANSFORMATION AND SOCIAL MARKETING

Date: 16TH APRIL 2024
Time: 11:30AM-1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) State the six agents of social transformation. (6 Marks)
- b) Cultural diffusion has several advantages. Outline three. (6 Marks)
- c) Suggest three ways of marketing some elements of culture. (6 Marks)
- d) Globalization has made both social transformation and marketing a lot easier. Discuss. (6 Marks)
- e) Several factors influence the effectiveness of social marketing. Identify and outline three. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Competition has forced social marketers to use new methods. Outline three. (6 Marks)
- b) Explain the role of religion in social transformation. (8 Marks)
- c) Discuss two negative effects of culture diffusion. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Globalization and colonization are tools in social marketing. Discuss their main difference(s). (6 Marks)
- b) Explain three reasons why urbanization is effective in social transformation. (6 Marks)
- c) "Modern technology has given a huge boost to social marketing". Discuss. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Draw a distinction between value transformation and norm transformation. (8 Marks)
- b) Write a short but concise essay showing how wearing traditional dress or performing a national dance serves as a platform of social marketing. (8 Marks)
- c) Briefly discuss the term: "Hybrid Culture". (4 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain why social forums, public debates and publications are less likely to transmit culture nowadays. (6 Marks)
- b) Assess the effectiveness of using vernacular transmissions such as Kameme, Ramogi and Musyi. (6 Marks)
- c) "Elders' councils such as Njuri Njege have lost their power as social reformers". Advance four reasons to explain this situation. (8 Marks)